

## Message Text

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PAGE 01 KUWAIT 03981 191244Z  
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 EUR-12 /030 W  
-----113784 191246Z /43

R 191142Z JUL 77  
FM AMEMBASSY KUWAIT  
TO AMEMBASSY ATHENS  
USDA WASHDC  
USDOC WASHDC  
INFO SECSTATE WASHDC 8545

UNCLAS KUWAIT 3981

ATHENS FOR RTDO

USDDA FOR FAS/W

USDOC FOR BIC/CAGNE

STATE FOR NEA/ARP

E.O. 11652: N/A  
TAGS: BTIO, KU  
SUBJECT: TRADE OPPORTUNITIES: NEW AGRICULTURAL PRODUCTS, DESERT  
RECLAMATION AND GREENING SYSTEMS, SOLAR-POWERED APPLIANCES,  
FISH HATCHERY AND POSSIBLE FRANCHISE OPPORTUNITY.

1. KHALIL I. SHAHEEN MANAGING DIRECTOR OF TECHNICAL APPLIANCES  
CO., LTD. (WTD 8/76), REQUESTED EMBASSY ASSISTANCE IN MATCHING  
PRODUCT OFFERS MADE TO HIM BY JAPANESE FIRMS WITH COMPARABLE  
PRODUCT LINES AVAILABLE IN THE US. ALTHOUGH THE PRODUCT  
LINES APPEAR DIVERSIFIED, COMPANY'S AGGRESSIVE MARKETING  
STRATEGY, EXPERIENCED MANAGEMENT, AND SUBSTANTIAL FINANCIAL  
BACKING INDICATE THAT ANY POSITIVE RESULTS OF MARKET  
FEASIBILITY STUDIES COULD TRANSLATE INTO POSITIVE SALES  
RESULTS.

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2. COMPANY HAS RECEIVED PRODUCT INFORMATION AND PRICE  
QUOTATION IN THE FOLLOWING AREAS FROM JAPANESE FIRMS:  
A. NEW AGRICULTURAL PRODUCTS: FERTILIZER TUBES OR SOLID  
RODS, SLOW RELEASE NUTRIMENT PACKAGES, SOIL BINDERS, ARID  
ZONE GRASSES, SHRUBS, AND TREE SAMPLES.  
B. DESERT RECLAMATION AND GREENING SYSTEMS: DUNE  
STABILIZING COMPOUNDS AND DISTRIBUTION EQUIPMENT, ARTIFICIAL

HUMUS, GRASS, SLOW RELEASE NUTRIMENT MIXTURE WITH DISTRIBUTION (SPRAYING) EQUIPMENT, KNOWN ALSO AS A GREENING SYSTEM.

C. SOLAR POWERED APPLIANCES: RADIOS, WATCHES, RECORD PLAYERS, ETC.

D. ARTIFICIAL WALL FACING, SIMILAR TO MASONITE.

E. TECHNICAL APPLIANCE CO.'S INTEREST IN PRODUCTS MENTIONED PARA 2A AND B UNDOUBTEDLY STEMS FROM THE INTENTIONS OF THE GOK TO SET UP A REFORESTATION AND DESERT RECLAMATION PROJECT SIMILAR TO THAT IN ABU DHABI.

4. IN ANOTHER AREA, FIRM IS INVESTIGATING FEASIBILITY OF A SMALL FISH HATCHERY WHICH WOULD BE ASSOCIATED WITH A LOCAL RESTAURANT WHERE CUSTOMERS COULD "CATCH THEIR OWN". FIRM IS INTERESTED IN BOTH HATCHERY EQUIPMENT AND AN INFORMATION EXCHANGE (POSSIBLY THROUGH A FRANCHISE) WITH FOOD OUTLETS IN THE US HAVING A SIMILAR MARKETING APPROACH.

5. INTERESTED FIRMS SHOULD CONTACT:

KHALIL I. SHAHEEN  
MANAGING DIRECTOR  
TECHNICAL APPLIANCES CO., LTD.  
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TELEPHONE: 417615  
MAESTRONE  
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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
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**Concepts:** n/a  
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**Disposition Approved on Date:**  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Subject:** TRADE OPPORTUNITIES: NEW AGRICULTURAL PRODUCTS, DESERT RECLAMATION AND GREENING SYSTEMS, SOLAR-POWERED APPLIANCES, FISH HATCHERY AND POSSIBLE FRANCHISE OPPORTUNITY.  
**TAGS:** BTIO, KU  
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**Review Markings:**  
Margaret P. Grafeld  
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